Consumer Survey Inside

Hands On®

The Newsletter of the American Massage Therapy Association

Volume XVI, Number 6 November/December 2000

Steve Olson Installed As President Of AMTA; Carolyn Talley Elected As President-Elect

Carolyn Talley (SC) was declared the president-elect of the AMTA as election results were announced at the AMTA National Convention in Phoenix, Arizona. **Steve Olson (ND)** was installed as president at the convention's closing breakfast. **Maureen A. Moon (CO)** succeeded to the office of immediate past president.

Commissioner of Elections **Bob McAtee (CO)** also announced that **Robyn Wilson (FL)** will join **Patricia Donohue (NY)** and **Brenda Griffith (VA)** as vice presidents. Elected to the AMTA Board of Directors as members-at-large were **Debra Brooks (IA)**; **Terry Hirth Caldwell (MI)**; **Christopher Sovereign (NM)**; and **Rich Rieger (VA)**. They join **Randa Cherry (IA)**, **Laurel Freeman (FL)**, **Jeanne Girard (CO)** and **William Greenberg (CT)**, who have a year remaining in their terms.

Olson served as AMTA vice president from 1996 to 1998; was chair of the Special Committee on Governance from 1994 to 2000; served as a member of the AMTA Strategic Planning Committee from 1996 to 1998; and also contributed as an AMTA Central District representative from 1992 to 1995.

President-Elect Talley served the AMTA as a member-at-large on the board from 1996 to 1999; as chair of the AMTA Foundation Dollar-Per-Member Campaign from 1997 to present; as a member of the AMTA Foundation Board of Trustees (1997); as a member of the National Government Relations Committee (1996); as president of the South Carolina Chapter (1995-1996); vice president of the South Carolina Chapter (1994-1995); and secretary/treasurer of the South Carolina Chapter (1992-1994).

Retiring from the board were **Adela T. Basayne (OR)**, **Denise Borrelli (MA)** and **Bonnie Niebauer (OH)**.

Adela T. Basayne (OR) will serve as chair of the 2001 Commission on Nominations, which also is comprised of **John Balletto (RI)**, **Barbara Lis (IN)**, **Chris Voltarel (CA)** and **Carl D. Wilson (WA)**.

New Consumer Survey Shows Massage Gains Public Acceptance

Twice as many Americans had at least one massage from a massage therapist (16 percent) in the last 12 months as they did for a similar period in 1997 (8 percent). That's one of the results of the latest survey of consumer attitudes about massage commissioned by AMTA.

For the fourth year, AMTA commissioned Opinion Research Corporation International to poll Americans on their attitudes and usage of therapeutic massage. This year's survey was conducted July 20, 2000, among a national sample of 1,006 adults (506 men and 500 women).

The survey showed that Americans have developed a firm understanding of the benefits of massage, and that they would like to receive massage more often.

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New Consumer Survey

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Of special interest to massage therapists is that the media portrayal of massage continues to foster positive attitudes about getting massage.

This survey is filled with information that can help you promote massage therapy and your practice.

Here are some of the key results:

- Twenty-one percent of Americans ages 35 to 44 (the age group with the highest rate of massage) report getting at least one massage in the past 12 months. Thirty-one percent of the people in that age group report having a massage in the last five years.
- Twenty-three percent of adults with family incomes of $50,000-plus had a massage from a massage therapist in the past 12 months. The income groups with the second-highest rate of massage in the past 12 months were those with incomes under $15,000, and those with incomes of $35,000 to $50,000 (both at 15 percent).
- Almost one-third of adults (29 percent) say that medical reasons would motivate them to get a massage, while 20 percent would get a massage for relaxation and 10 percent would get a massage for stress reduction.

Readers may be especially interested in a question asked for the first time this year. Do you expect to get a massage from a massage therapist in the next 12 months? Twenty-one percent say they expect to do so.

Reflecting the theme ("Take Time for Massage") of National Massage Therapy Awareness Week this year, approximately 20 percent of Americans continue to say that the primary reason they don't get a regular massage is that they are too busy. This figure has varied little since 1997, with 20 percent giving this reason in 2000, 21 percent in 1999, 18 percent in 1998, and 24 percent in 1997. People understand its benefits, but say they are too busy to take the time to get a regular massage.

Much of the rapid acceptance of massage over recent years is directly related to AMTA's efforts to provide accurate information about the profession to the public through media relations. One indicator of just how successful this effort has been is that 50 percent of the people who remember having seen, read or heard something in the media about massage in the last year or two, say it had a positive or very positive effect on their opinion of it. Forty-two percent say that media stories had a neutral effect on their opinion of massage, and only 4 percent say the stories had a negative effect on their opinion of massage. (The remaining 4 percent say they don't know.) That means general attitudes about massage are positive, and even negative stories about massage do not affect people's opinions of its value.

Coming Next Issue...

Complete Coverage of the 2000 AMTA Annual Convention

Editor
Michael Schwanz

Managing Editor
Michelle L. Wolf

Production Artist
Kerri Pienschke

Contributors
Steven C. Olson
Judith Rasmussen

Upcoming Deadlines

Jan. 3, 2001
(Mar./Apr. Issue)
Mar. 3, 2001
(May/June Issue)

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Editor, *Hands On*, 820 Davis St., Suite 100, Evanston, IL 60201-4444
Phone: 847-864-0123, ext. 144 • Facsimile: 847-864-1178
mschwanz@inet.amtamassage.org

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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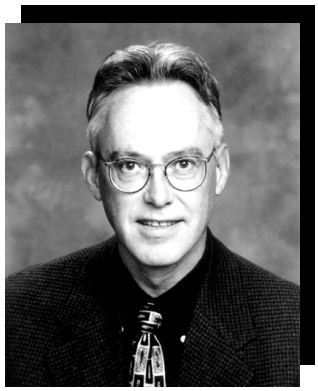
President's Letter



Massage Therapy And CAM

On behalf of then-AMTA President Maureen Moon, I attended the first leadership summit of the integrative medicine industry, which was held this past May. It was an honor to represent AMTA at this event.

The summit was sponsored by *The Integrator* newsletter and its parent organization, Integrative Medicine Communications. It was organized by John Weeks, who was a keynote speaker at our Washington, D.C., convention a few years ago. The invitees included Complementary and Alternative Medicine (CAM)/Integrative Medicine stakeholders representing health systems, networks, employers, professional organizations, academic medicine, government, natural products, venture capital and dot.com businesses.

The focused discussions were thoughtful and interesting, and had the feeling of the visioning work we do within AMTA. A small sampling of questions that emerged from the group and myself included: Is CAM's mission to be a transformation of medicine from the treatment of disease to the creation of health? Is our strongest link with the consumer, rather than with medicine? Is our job to heal the healers? Are affinity products (discounted prices to policy holders) a tool leading to inclusion as fully covered benefits in insurance plans?

This meeting was successful because of the relationships established on behalf of AMTA's members. We now have "faces" to associate with the American Chiropractic Association, American Association of Naturopathic Medicine, governmental public health agencies, and a multitude of health plans, Internet companies, medical schools, CAM clinic directors, and private consultants. They now have had personal contact with AMTA. One of the underlying themes of the summit was that collaboration within the CAM community is vital if we are to have an impact on the financial and philosophical world of allopathic medicine.

I have been in the massage profession long enough to remember when we were not darlings of the media, when the word "massage" had a stronger relationship to adult entertainment than to that of a healing profession. AMTA's efforts have been successful in creating a healthier environment for the profession. What we have not yet defined is whether we wish to be a parallel universe to mainstream medicine, or to be fully vested in the world of medicine. If I were to ask you individually, it is likely that you would have little difficulty telling me of your views on these issues. It is the collective vision of the profession that has not been agreed upon. While this is understandable for an emerging profession, it continues to be a basic question begging our collective agreement.

In gathering information from the membership we know certain things. A small percentage of members view their work as exclusively medical, while the majority of members describe their approach as melding the worlds of relaxation, wellness and medical care. Most of our members also expressed an interest in learning more about insurance reimbursement. We also know that the definition of massage therapy varies greatly from one jurisdiction to the next. In some states, such as Florida, Washington and Ohio, massage is closely linked to medicine. In other states the practice of massage is basically self-defined by the individual therapist or by a municipal ordinance.

Until we have broad member agreement on where we stand with CAM, medicine, health care and insurance, I urge you to continue to define these areas through discussions with fellow therapists, other professionals and your clients, to work in regulatory arenas toward clarifying your profession, and to contribute your thoughts to the ongoing discussion within AMTA.

I wish wellness and joy during the coming holiday season for you and those important to you.

Steven C. Olson
President, AMTA

Fingerprints

AMTA Foundation Grant Application Deadlines

The American Massage Therapy Association Foundation's grant application deadlines will change beginning next year, as follows:

- The research application deadline will remain the same, **March 1**.
- Community Outreach applications will be due **April 1**.
- Scholarship applications will be due **May 1**.

If you have any questions about these changes, or would like to receive an application, please call Marcus Banks at 847-869-5019, ext. 167. Or, download the applications from our Web site at: [www.amtamassage.org/foundation/home.htm].

AMTA Foundation Selects New President

The American Massage Therapy Association Foundation is pleased to announce the election of **John Balletto, Jr. (RI)**, as president of the Board of Trustees. Balletto replaced **Janet R. Kahn (MD)**, who served as president since 1996.

Kahn was honored for her work on behalf of the AMTA Foundation during the organization's annual reception, which took place during the AMTA National Convention, held in Phoenix, Arizona, this past September.

Idaho Members Volunteer At Sports Events

AMTA members **Joell Brown**, **Patsy Jo Coon**, **Brenda Foster** and **Kris Simpson**, all from Idaho, shared their sports massage skills with 31 athletes of all ages participating in the Iona Fun Run. They also provided seated massage to more than 65 employees of a computer-based business in Pocatello, Idaho.

Coon also teamed up with representatives of the Idaho Orthopedic and Sports Clinic at Idaho State University, Pocatello, as a volunteer at the Professional Bull Riding Invitational, where she massaged bull riders. Her services were promoted over loudspeakers to everyone attending the event.

Itami Profiled In *Idaho State Journal*

Ted Itami (ID) was profiled in *Idaho State Journal* when he retired, ending a 52-year family tradition of massage service in Lava Hot Springs, Idaho. Ted's father, **Tadao Itami**, started giving massages in Lava Hot Springs in 1947, when he moved his family there from Hunt, Idaho.

Tadao got Ted started in massage in 1973, advising him to join the AMTA. In Ted's 27 years of membership, he has seen the Idaho Chapter grow from five members to 192, and the AMTA from 1,250 to more than 43,000 nationally. Serving in every chapter office in his home state, and all but president at the national level, he received the National Meritorious Award and Chapter Meritorious Award in 1986. Itami most recently practiced in McCammon, Idaho.

Therapist Introduces Massage To Nicaragua

For the second consecutive year, AMTA member **Judith Rasmussen** of Madison, Wisconsin, taught two full-day workshops on basic Western and Chinese massage techniques at a conference in Managua, Nicaragua.

Pairs of workshop participants practice neck and shoulder techniques. Rasmussen (with sunglasses) is second from left.

More than 100 people came from all over the country to participate in the workshops. Cosponsored by the Wisconsin Coordinating Council on Nicaragua (WCCN), and by Nicaragua's Network of Women Against Violence, the three-day conference continued the Network's work of emotional reconstruction in the aftermath of the devastation caused by Hurricane Mitch in 1998, and by "Mini-Mitch" in 1999.

The conference participants, most of whom work in social service settings, learned healing techniques that they can use themselves and/or teach to clients who are dealing with the trauma and grief resulting from the country's numerous disasters.

How To Participate In The Home Depot Partnership

Many members have called the National Office to ask questions about AMTA's partnership arrangement with Home Depot's Building Better Health program. Here are basic facts about the partnership and how members can be involved:

- Members must opt in to AMTA's Find A Massage Therapist℠ national locator service to participate in this member benefit. To do that, you must be a Professional-classification member, and submit your Member Profile form for the AMTA database.
- In November and December, 2000, and in January, 2001, Home Depot's Building Better Health program will emphasize the need for stress relief for its employees. It will encourage employees to use massage to relieve stress, and it will tell them to use AMTA's locator service to find a qualified massage therapist. They have 225,000 employees who will be encouraged to get a massage from AMTA members!
- Some Home Depot stores will also hire massage therapists to work on employees in the store. These stores will use AMTA's locator service to find AMTA therapists.
- **AMTA members should *not* contact Home Depot stores to solicit business!** Home Depot has a nonsolicitation policy, and has asked that our members *not* call stores directly in order to get new clients. The individual stores will find members through the locator service.

BUILDING BETTER HEALTH

Web Site News

e-Touch, A Massage Newsletter

What started out as a dream has become a reality. AMTA is the first national organization in the massage profession to have an electronic newsletter. Published monthly since March of this year, *e-touch* covers topics that are most requested through AMTA's Massage Information Center. Three editions (Members; Non-Member Massage Therapists; and Consumers) are published every month, each targeting a different audience.

This new member benefit incorporates a feature story every month; frequently asked questions (FAQs); a "Did You Know" section with interesting facts about massage therapy; and links to related information on the AMTA Web site and other sites relevant to the feature topic. It has been designed as a "quick-read" publication with one main article, and links to additional information for those who are interested.

Recent editions have featured articles on massage therapy and fibromyalgia, Alzheimer's disease, massage therapy research and AIDS. Whenever possible, articles written by members are used. The publication is free to anyone who subscribes on the AMTA Web site, and subscribing is easy. Complete the online form found on the AMTA home page and on the Members Section home page. Currently, we have as many member subscribers as we have non-member subscribers, and the ranks are growing. Members who have read several issues have had very favorable comments.

Take advantage of another AMTA benefit. Subscribe today by going to this URL on the AMTA Web site:

www.amtamassage.org/publications/mailist.htm

Hands On
Circulation Report

Statement of Ownership, and Management, and Circulation (Required by 39 U.S.C. 3685)

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None.

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Extent and nature of circulation:

	Average # copies of issue during preceding 12 months	*Actual # copies each single issue published nearest to filing date*
Total No. printed	45,233	46,150
Paid Circulation Sales (Not Mailed)	0	0
Mail Subscriptions	41,818	42,891
Total Paid Circulation	41,818	42,891
Free Distribution *(Mail)*	650	675
Free Distribution *(Outside-Mail)*	0	0
Total Free Distribution	650	675
Total Distribution	42,468	43,566
Copies Not Distributed	2,765	2,584
Return from News Agents	0	0
Total	45,233	46,150

I certify that the statements made by me above are correct and complete.

Michael Schwanz, Editor

Annual Report (1999-2000)

Excerpted information from AMTA's audited financial statements for the period March 1, 1999 to February 29, 2000

Revenue

Membership Dues	$7,124,902
Sales of Literature & Others	$926,654
Meetings and Education	$354,356
Investment Income	$795,490
Miscellaneous	$176,359
Total	**$9,377,761**

Expenses

Meetings and Education	$580,060
Communications	$1,655,056
Chapter Relations	$240,127
Chapter Assistance	$1,043,218
Membership	$3,732,705
Marketing	$141,954
Grants	$198,500
Administrative and Governance	$1,816,005
Total	**$9,407,625**

Council Of Schools Leadership Conference Scheduled For Mexico

There's still time to make your reservations for the AMTA Council of Schools Leadership Conference and Annual Meeting, to be held at Club Med in Huatulco, Mexico, this coming January.

This conference will give attendees an opportunity to:

- Participate in lively discussions about educational standards.
- Learn principles of smart business operation that honor high-quality education.
- Learn cautionary tales about massage therapy and bodywork school issues from AMTA's legal counsel.
- Share experiences that help you and your colleagues improve the education experience for every student learning massage therapy and bodywork.

The registration fee is $200 for members; $240 for nonmembers. A room/meal package is about $80 a day. To register, go to the AMTA Web site, or call the AMTA National Office at: 847-864-0123, ext. 157.

Education Events

AMTA National Learning Center

A record number of 104 massage therapists attended the AMTA National Learning Center this past summer in Ypsilanti, Michigan. Participants commented on the exceptional quality of the presenters and the flexibility to register on-site. Next year, the programs will be held in Pennsylvania and Missouri. Watch for information on how to obtain registration information in future issues of *Hands On*.

AMTA Speaker's Tour

The Virginia Chapter stepped forward to host the first pilot of the AMTA Speaker's Tour. Sixty-seven participants attended the debut of the program in Charlottesville, Virginia. The participants said they were impressed by the tremendous value of the event; it cost only $99 for an eight-hour program, which included a deli lunch. Attendees also commented on the topic, "Pathology for Massage Therapists," saying that it was very pertinent to their work as massage therapists, and a class not easy to find in their area. Be on the lookout for a Speaker's Tour in your area. Next year, we will be holding programs in Colorado, Nebraska, North Dakota and Illinois.

AMTA Mind, Body, Spirit Retreat

You know you need a break when…

- Your idea of a vacation is a client canceling an appointment.
- You start draping your broccoli with your napkin.

To give yourself the break you deserve, come to the AMTA Mind, Body, Spirit Retreat, convening from April 30 to May 2, 2001, in tropical Puerto Vallarta, Mexico. It costs only $88 plus tax per night at the Krystal Hotel, plus the program registration fee of $289.

Besides enjoying the warm sunshine and cool water, you can take classes in nutrition, wellness and acu-yoga. Breakfast every day, as well as a snack Monday, Tuesday and Wednesday, are included in the package.

Watch for specials; the airfare can be as low as $400 round-trip from major U.S. cities. Don't miss this truly unique opportunity to indulge yourself; start making your plans today! For registration information, contact the AMTA National Office at 847-864-0123, ext. 143.

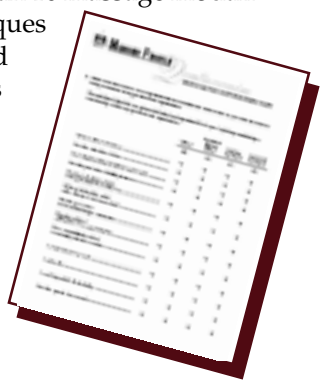
How To Enroll In AMTA's Find A Massage Therapist℠ National Locator Service

Don't miss out on an opportunity to expand your client base and generate additional income. More than 75,000 people have used AMTA's online and toll-free Find A Massage Therapist ℠ national locator service during its first year.

To be a part of AMTA's locator service, you must be a Professional-classification member, and have completed a Member Profile form. You can obtain a profile in a past issue of *Hands On*, or from our Web site: [www.amtamassage.org]. Scroll to the line: "Attention Professional Members," and click on the Member Profile questionnaire. Or, you may call the toll-free number (888-843-2682) to enroll.

Several important details should be remembered:

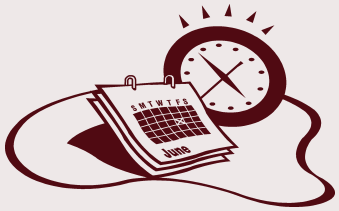
- Only one address can be included in our national locator database. The same address will be used for both receiving AMTA's printed information and for referring potential clients to you. Therefore, choose what address you want to use carefully. Your E-mail address may now be listed. It is another way for potential clients to reach you.
- Employers who are looking for massage therapists for hire, or members who are seeking job opportunities, may use the Job Bank at our Web site.
- No more than 10 massage modalities/techniques can be listed under one's member profile.



Please list the techniques that you practice most often.

Calendar

Regional & National Events



2001

January 17–20
AMTA Council of Schools Leadership Conference and Annual Meeting
Huatulco, Mexico
Contact: 847-864-0123, ext. 150

February 2–4
AMTA Board of Directors Meeting
Chicago, Illinois

March 29–April 1
New England Regional Conference
Boxborough, Massachusetts
Contact: 401-233-8108

May 25–26
AMTA Board of Directors Meeting
Anchorage, Alaska

June 15–17
AMTA National Learning Center
Carlisle, Pennsylvania
Contact: 847-864-0123, ext. 143

August 10–12
AMTA Council of Schools Teachers Conference
Vancouver, Canada
Contact: 847-864-0123, ext. 150

October 14–16
AMTA Board of Directors Meeting
Quebec, Canada

October 17–21
AMTA Annual Convention
Quebec, Canada
Contact: 847-864-0123, ext. 143

October 21–27
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 149

2002

October 2–6
AMTA Annual Convention
Portland, Oregon
Contact: 847-864-0123, ext. 143

COMTA Update

Submission of the petition to the U.S. Department of Education for COMTA's recognition as a nationally recognized accrediting agency is scheduled for this November, with anticipation of review next spring. This is a labor of love, and the continuation of work that has involved many diligent individuals, and support from the AMTA membership for many years.

The commission has elected three new members. They are: **Sarah Rehwalt (OR)**, **Pat Hughes (CO)** and **John Goss III (PA)**. Both Rehwalt and Hughes are AMTA members, and will serve the commission as practitioner representatives. Goss is a public member who is also an educator.

A workshop for schools interested in accreditation will be held on Tuesday, January 16th, the day preceding the Council of Schools meeting in Huatulco, Mexico.

Call the COMTA office at: 847-869-5039, ext. 140, for registration information.

AMTA Hands On
820 Davis St., Suite 100
Evanston, IL 60201-4444

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